May 2006

Dear International Operations Manager:

Let us help you increase sales in Europe. The U.S. Commercial Office in Rome invites you to participate in our **U.S. Pavilion at SANA**, Europe's premier natural products show which takes place in Bologna, Italy, September 7-10, 2006.

Exhibiting at SANA (http://www.sana.it) is a fast and easy way to enter the ever-expanding Italian market for natural products. The U.S. Pavilion at SANA, Europe's largest natural products exhibition held in Bologna, provides you with a hassle-free way to do business in Italy and in other foreign markets. Attached please find additional information and the sign-up form.

The Italian market for natural products is growing at an unprecedented 20% and it is one of the largest in Europe. The natural products sector is no longer just a "fashion", but rather a booming business. Excellent opportunities exist for innovative, natural and environmentally friendly products, technologies and services – but you must exhibit to take advantage of   this favorable trend!

U.S. companies, which have exhibited at SANA during the past seven years, have rated the U.S. Pavilion as first class. For a participation fee of approximately 3.950 €, we not only offer a turnkey booth, but effective logistics and support services. Once you sign up, all you need to do is send your display products and make your travel arrangements – we'll do the rest.   The booth will be ready for you when you reach the Bologna fairgrounds.

If you are interested in learning more about **SANA 2006** and how you can participate, please fax back the enclosed response form to Leonarda Chiocchi, U.S. Commercial Service, U.S. Embassy, Rome, Italy (fax: + 39 06 46742113) no later than June 30, 2005. Leonarda may also be reached at tel: +39 06 46742204, e-mail: Leonarda.Chiocchi@mail.doc.gov.

We look forward to working with you.   Don't miss this chance to get great exposure to buyers looking for new American suppliers!

Linda Archer
Acting Minister-Counselor
for Commercial Affairs